



IN-DEPTH INFLUENCE

MAERSK

MAKING WAVES WITH MAERSK LINE — HOW BLUE COORDINATED THE LAUNCH OF THE WORLD'S LARGEST SHIPS.

BACKGROUND

When one of the largest global shipping companies, Maersk Line, a division of shipping behemoth A P Moller Maersk, approached BLUE for help in coordinating the media announcement of the largest ships ever to be constructed, the team drew on its influential industry networks and international press contacts to make this milestone announcement for shipping and the global economy a monumental success.

OBJECTIVES

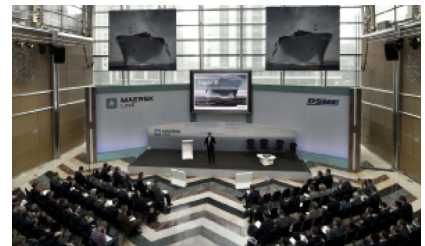
Working within a timeframe of a few weeks, BLUE was tasked with managing a major press conference in London as part of the global launch of the Triple-E, the world's biggest and most efficient container vessel. The London launch was briefed to tie in with a simultaneous announcement in Hong Kong, and BLUE was responsible for all non-Asian broadcast media and online activity, as well as sourcing and managing event specialists PFPR and appointing online and social media agency FD Element.

APPROACH

1. Identified and liaised with third party stakeholders and industry influencers to observe the event and provide positive support.
2. Developed strategic messaging and copy for global media invitation.
3. Managed global media invitation distribution process.
4. Liaised with more than 500 press across trade, national and international broadcast and print media to secure attendance.

RESULTS

BLUE secured a location fitting for such a significant announcement; former home of the London Stock Exchange, the East Winter Gardens in the bustling business district of Canary Wharf, which was the ideal candidate as a modern symbol of change and rejuvenation. With rumours rife in the media about the impending announcement, BLUE worked closely with Maersk Line to manage and protect the exclusivity of the largest announcement in the modern history of the shipping industry.



These results and the success of the day prompted an unprecedented article in industry daily Lloyd's List, where Janet Porter stated:

“Maersk’s announcement was a stunning public relations success... an extraordinary affair attended by not just shipping journalists but the mainstream media including television and radio broadcasters, as well as senior industry figures.”

— 1 March 2011.